

ABSTRACT

A plurality of services relating to either or both of the acquisition and use of industrial equipment, which can be quite bulky and is often expensive, are marketed (and may also be contracted for) by providing a mechanism for prospective and
5 actual purchasers of industrial equipment, who visit an on-line marketplace where such equipment can be sold and purchased, to have on-line access to information generated by the provider(s) in response to purchaser requests. Relevant and valuable information relating to the request for and delivery of information are stored in a database for various purposes.

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